

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings of claims in the application.  
Please amend the claims as set forth below. specifically, please cancel claim 66.

**LISTING OF THE CLAIMS:**

Claims 1-27 (Cancelled).

28. (Previously Amended) A method of presenting to a user on an auction site one or more auction items related to a linking auction item, comprising:  
    encoding search information for one or more related auction items available by a seller;  
    embedding the encoded search information into a pointer to a facilitating server, the linking auction item and the one or more related auction items being items available by the same seller, wherein an auction item is an item available on an auction site;  
    embedding said pointer in an item description of the linking auction item;  
    upon selection of the linking auction item at the auction site by a user, receiving the encoded search information embedded in the pointer to the facilitating server;  
    automatically decoding the encoded search information embedded in said pointer into a keyword; and  
    invoking a search engine of the auction site with the keyword as a search parameter to find and present to the user item documents for the one or more related auction items.

29. (Previously Amended) A method of presenting, as recited in claim 28, wherein the facilitating server is associated with an auxiliary site accessible on a computer network.

30. (Previously Presented) A method of presenting, as recited in claim 28, wherein the facilitating server is associated with the auction site.

31. (Previously Presented) A method of presenting, as recited in claim 28, wherein the encoded search information is ASCII-coded.

32. (Previously Amended) A method of presenting to a user on an auction site one or more auction items related to a linking auction item, comprising:

embedding an HTML tag into a document on the auction site, the auction site document describing the linking auction item available by a seller, and the linking auction item and the one or more related auction items having the same seller, wherein an auction item is an item available on an auction site;

upon selection of the linking item at the auction site by a user, receiving and interpreting the embedded HTML tag;

causing, in response to the interpreted HTML tag, the user to be presented with an in-line frame and a list of keywords displayed therein, the keywords obtained from a facilitating server;

receiving a selection by the user of one of the keywords in the list; and

in response to the selection, invoking a search engine of the auction site using the selected keyword as a search parameter to find and present to the user item documents for the one or more related auction items.

33. (Previously Amended) A method of presenting, as recited in claim 32, wherein the facilitating server is associated with an auxiliary site accessible on a computer network.

34. (Previously Presented) A method of presenting, as recited in claim 32, wherein the facilitating server is associated with the auction site.

Claims 35-40 (Cancelled).

41. (Previously Amended) A method of presenting to a user on an auction site one or more auction items related to a linking auction item, comprising:

encrypting search information for the one or more related auction items available by a seller;

embedding the encrypted search information for the one or more related auction items into a pointer to a facilitating server, the linking auction item and the one or more related auction items being items available by the same seller, wherein an auction item is an item available on an auction site;

embedding said pointer in an item description of the linking auction item;

upon selection of the linking item at the auction site by a user, receiving the encrypted search information embedded in the pointer to the facilitating server;

automatically decrypting the encrypted search information embedded in said pointer into

item description information of the one or more related auction items; and

invoking a search engine of the auction site with the description information as search parameters to find and present to the user item documents for the one or more related auction items.

42. (Previously Amended) A method of presenting to a user on an auction site one or more auction items related to a linking auction item available by a seller, comprising:

forming a delimited keyword by separating one or more characters of a keyword by one or more delimiters;

embedding the delimited keyword into a pointer to a facilitating server, wherein the linking auction item and the one or more related auction items are items available by the same seller and wherein an auction item is an item available on an auction site;

embedding said pointer in an item description of the linking auction item, wherein the delimited keyword prevents a search engine of the auction site from finding the keyword in the item description when a search at the auction site is conducted;

upon selection of the linking auction item by the user at the auction site, receiving the delimited keyword at the facilitating server;

automatically removing any delimiters from the delimited keyword to recover the keyword; and

invoking a search engine of the auction site with the recovered keyword as a search parameter to find and present to the user item documents for the one or more related auction items.

43. (Previously Presented) A method of presenting, as recited in claim 42, wherein the facilitating server is associated with the auction site.

44. (Previously Amended) A method of presenting, as recited in claim 42, wherein the facilitating server is associated with an auxiliary site accessible on a computer network.

45. (Previously Amended) A method of presenting to a user on an auction site one or more auction items related to a linking auction item available by a seller, comprising:

embedding one or more keywords relating to one or more related auction items into a linking auction item's description, wherein the linking auction item and the one or more related auction items are items available by the same seller and wherein an auction item is an item

available on an auction site;

inserting said one or more keywords into a table residing in a facilitating server and configured for storing keywords, wherein said table includes an associative link between each of said one or more keywords in the table and one or more auction items at the auction site;

upon finding the linking action item at the auction site by a user, retrieving the table of keywords from the facilitating server;

presenting to the user the keywords in the table along with description data of the linking auction item; and

upon selection of one of the displayed keywords by the user, invoking a search engine of the auction site with the keyword as a search parameter to find and present to the user item documents for the one or more related auction items.

46. (Previously Presented) A method of presenting, as recited in claim 45, wherein the facilitating server is associated with the auction site.

47. (Previously Presented) A method of presenting, as recited in claim 45, wherein the facilitating server is associated with an auxiliary site accessible on the Internet.

48. (Previously Amended) A method of presenting to a user on an auction site one or more auction items related to a linking auction item, comprising:

embedding one or more keywords into a protected area of a document describing a linking auction item available by a seller, wherein the linking auction item and the one or more related auction items are items available by the same seller, and wherein an auction item is an item available on an auction site, a search engine at the auction site is configured to ignore information in the protected area;

inserting said one or more keywords into a table residing in a facilitating server and configured for storing keywords;

upon finding the linking auction item at the auction site by the user, retrieving the table of keywords stored on the facilitating server;

presenting to the user the keywords in the table along with the description data of the linking auction item; and

upon selection of one of the displayed keywords by the user at the auction site, invoking a search engine of the auction site with the keyword as a search parameter to find and present to the user item documents for the one or more related auction items.

49. (Previously Presented) A method of presenting, as recited in claim 48, wherein the facilitating server is associated with the auction site.

50. (Previously Presented) A method of presenting, as recited in claim 48, wherein the facilitating server is associated with an auxiliary site accessible on the Internet.

51. (Previously Amended) A method of presenting to a user on an auction site one or more auction items related to a linking auction item, comprising:

- embedding a pointer in an item description of a linking auction item available by a seller, the item description when accessed at the auction site causing an access to a facilitating server by means of the embedded pointer, the linking auction item and the one or more related auction items being items available by the same seller, wherein an auction item is an item available on an auction site;

- upon accessing the item description having the embedded pointer, obtaining at the facilitating server a list of item descriptions and item numbers that represent the currently active auction items of the same seller; and

- presenting to the user the list of the seller's currently active auction items.

52. (Previously Presented) A method of presenting, as recited in claim 51,

- further comprising, upon selection of the linking auction item at the auction site by a user, generating a pop-up window to the user; and

- wherein the list of currently active auction items of the seller is presented in the pop-up window.

53. (Previously Presented) A method of presenting, as recited in claim 52, wherein the pop-up window is displayed over a Web page containing the item description from the auction site.

54. (Previously Presented) A method of presenting, as recited in claim 51, wherein the list is automatically updated by the facilitating server to show only the currently active auctions.

55. (Previously Presented) A method of presenting, as recited in claim 51, wherein the facilitating server is associated with the auction site.

56. (Previously Presented) A method of presenting, as recited in claim 51, wherein the facilitating server is associated with an auxiliary site accessible on the Internet.

57. (Previously Presented) A method of presenting, as recited in claim 51, wherein the list obtained from the facilitating server includes keywords relating to the one or more related items.

58. (Previously Amended) A method of presenting, as recited in claim 51, further comprising, upon selection by the user at the auction site of one of the items in the presented list, invoking a search engine of the auction site to find and present to the user an item document for the selected item.

59. (Previously Presented) A method of presenting, as recited in claim 51, wherein the pointer is a URL.

60. (Previously Presented) A method of presenting, as recited in claim 51, wherein the step of obtaining a list of item descriptions and item numbers is performed by the facilitating server executing the code residing at the facilitating server.

61. (Previously Presented) A method of presenting, as recited in claim 51,  
wherein the item description of the linking item includes embedded executable code; and  
wherein the step of obtaining a list of item descriptions and item numbers is performed  
by the facilitating server executing the code embedded in the linking item description.

62. (Previously Presented) A method of presenting, as recited in claim 61, wherein the executable code is Java code.

63. (Previously Presented) A method of presenting, as recited in claim 61, wherein the executable code is Java Script.

64. (Previously Presented) A method of presenting, as recited in claim 29, wherein the computer network is the Internet.

65. (Previously Presented) A method of presenting, as recited in claim 33, wherein the computer network is the Internet.

66. (Cancelled).

67. (Previously Presented) A method of presenting, as recited in claim 44, wherein the computer network is the Internet.